



NEWS

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This is an unofficial announcement of Commission action. Release of the full text of a Commission order constitutes official action.
See MCI v. FCC, 515 F 2d 385 (D.C. Circ 1974).

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COMMISSIONER DEBORAH TAYLOR TATE APPLAUDS QUBO ADOPTION OF NUTRITIONAL GUIDELINES

In addition to providing family friendly programming, qubo recently adopted specific nutrition standards to guide their decisions regarding advertisements directed at children.

“I appreciate qubo’s continued dedication to the goal of reducing the national epidemic of childhood obesity,” said Commissioner Tate. “They have dedicated significant resources to the development of these nutrition guidelines, with the realization that filtering out unhealthy messages will truly improve – and possibly even save - our children’s lives.”

Qubo programs will contain advertisements only for foods and beverages that meet established dietary limits on fat, sugar, and calories. Qubo is a member of the Ad Council’s Coalition on Healthy Children and the FCC’s Joint Task Force on Childhood Obesity.